

BN - GROUP J

Group J
 Brand Shares
 Total US Database
 Database as of JUL 1991

TOT UNITED STATES

	US VOL SHIP Shr JUL 1991 12 Mos.	US VOL SHIP Shr JUL 1991 3 Mos.
PHILIP MORRIS	43.3	44.7
R. J. REYNOLDS	28.1	27.1
BROWN & WILLIAMSON	10.5	10.7
LORILLARD	7.7	7.3
AMERICAN BRANDS	7.0	6.8
LIGGETT GROUP	3.5	3.4
TOT FILTER	96.1	96.3
FLT 80/85MM	54.5	55.1
FLT 100MM	39.4	39.1
FLT 120MM	2.3	2.1
TOT N-MEN FILTER	70.2	70.8
N-MEN FLT 80/85MM	41.8	42.6
N-MEN FLT 100MM	27.1	26.9
N-MEN FLT 120MM	1.3	1.3
TOT MEN FILTER	25.9	25.6
MEN FLT 80/85MM	12.7	12.5
MEN FLT 100MM	12.3	12.2
MEN FLT 120MM	0.9	0.9
TOT NON-FILTER	3.9	3.7
TOT MKT LOTAR	53.3	54.0
TOT MKT LOTAR N-MEN	39.8	40.7
MKT LOTAR N-MEN 80/85MM	20.9	21.9
MKT LOTAR N-MEN 100MM	18.0	17.8
MKT LOTAR N-MEN 120MM	0.9	0.9
TOT MKT LOTAR MEN	13.5	13.3
MKT LOTAR MEN 80/85MM	5.0	4.9
MKT LOTAR MEN 100MM	7.9	7.8
MKT LOTAR MEN 120MM	0.6	0.6
TOT ULT LOTAR (0-6MGS)	12.4	12.5
TOT MKT FF	42.8	42.3
TOT MKT FF NON-MEN	30.4	30.1

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MKT FF NON-MEN 80/85	20.9	20.6
MKT FF NON-MEN 100	9.1	9.1
MKT FF NON-MEN 120	0.4	0.4
TOT MKT FF MENTHOL	12.4	12.2
MKT FF MEN 80/85	7.7	7.6
MKT FF MEN 100	4.4	4.4
MKT FF MEN 120	0.3	0.3
TOT PRICE VALUE	22.5	24.0
TOT GENERICS	21.1	23.0
TOT BLACK + WHITE GNR/PL	5.0	5.9
TOT BRANDED GENERICS	10.7	10.5
TOT SUB GENERICS	5.4	6.6
PRICE VALUE 25'S	0.6	0.5
TOT PRICE-OFF BRANDS	0.8	0.5
TOT BOX	24.6	25.6
TOT 25'S	1.0	1.0
TOT CORK TIP	55.8	56.2
TOT WHITE TIP	39.5	39.4
TOT ALPINE PV	0.6	0.6
TOT AMERICAN LT/FLT	0.3	0.3
TOT BARCLAY	0.2	0.2
TOT BELAIR	0.2	0.2
TOT BELAIR PV	0.2	0.2
TOT B + H 100	3.3	3.2
TOT B + H 100 GOLD	0.7	0.6
TOT B + H 100 GREEN	0.8	0.7
TOT B + H 100 LIGHTS	0.9	0.9
TOT B + H 100 ULTRAS	1.0	1.0
TOT BRISTOL	1.4	1.6
TOT BUCKS	0.5	0.4
TOT CAMBRIDGE	2.7	2.9
TOT CAMEL	4.1	3.9
CAMEL 70 NF	1.1	1.0
TOT CAMEL FF FILTER	1.3	1.2
TOT CAMEL LTS FILTER	1.5	1.4
CAMEL ULTRA LIGHTS (FIL.)	0.3	0.2
TOT CAPRI	0.5	0.5
TOT CARLTON	1.6	1.5
TOT CENTURY	0.4	0.3
TOT DORAL	4.4	4.4
TOT EVE	0.4	0.3
TOT GENERIC (LIG)	1.2	1.4
TOT GENERIC (BW)	1.5	1.8
TOT GENERIC (PM)	1.3	1.7
TOT GENERIC (RJR)	0.9	1.1
TOT HERITAGE	0.1	0.1

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TOT KENT	1.7	1.5
KENT FILTER (AGG.)	0.8	0.7
TOT KENT GOLDEN LIGHTS	0.5	0.4
TOT KENT III	0.5	0.4
TOT KOOL	4.6	4.6
TOT KOOL 80/85	2.5	2.5
KOOL 100 M	0.8	0.8
TOT KOOL MILDS	0.9	0.9
TOT KOOL SUPER/LIGHTS	0.2	0.2
TOT KOOL ULTRAS	0.1	0.1
TOT LARK	0.1	0.1
TOT LUCKY STRIKE	0.6	0.5
LUCKY STRIKE 70 NF	0.4	0.4
LUCKY STRIKE/L.T. FLT./LT (FIL.)	0.2	0.1
TOT MAGNA	0.4	0.4
TOT MALIBU	0.4	0.3
TOT MARLBORO	26.0	27.0
MARLBORO KSF B	6.5	6.6
MARLBORO KSF	4.9	4.8
MARLBORO KSF (25)	0.2	0.2
MARLBORO 100 B	1.2	1.2
MARLBORO 100	1.4	1.4
MARLBORO LTS. 85'S BOX (FL.)	4.2	5.0
MARLBORO LTS 85'S S.P. (FL.)	4.2	4.7
MARLBORO LTS. 25'S S.P. (IL.)	0.1	0.1
MARLBORO LT 100 B	1.1	1.2
MARLBORO LT 100	1.7	1.7
TOT MARLBORO FF MEN	0.2	0.2
MARLBORO LTS. MEN. 85'S BX (FIL.)	0.1	0.1
MARLBORO LTS. MEN. 100'S OX	0.1	0.1
TOT MERIT	3.3	3.2
TOT MERIT 85	1.1	1.0
TOT MERIT 100	0.7	0.6
MERIT ULTRA LTS. 85'S (FL.)	0.9	0.9
MERIT ULTRA LTS. 100'S (FL.)	0.7	0.6
TOT MISTY SLIMS SGNR	0.4	0.5
TOT MONTCLAIR PV	1.1	1.2
TOT MORE	0.9	0.8
TOT NEWPORT	4.8	4.7
TOT NEWPORT 80/85	3.1	3.1
TOT NEWPORT 100 FF	1.1	1.1
TOT NEWPORT LIGHTS	0.6	0.6
TOT NOW	0.9	0.9
TOT PALL MALL	2.0	1.8
TOT PARLIAMENT	0.8	0.8
TOT PLAYERS BLACK	0.0	0.0

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TOT PLAYERS LT (25)	0.1	0.1
TOT PYRAMID	1.2	1.2
TOT RALEIGH	0.3	0.3
TOT RALEIGH EXTRA	1.0	1.2
TOTAL RICHLAND (FIL.)	0.6	0.5
TOT RICHLAND 25	0.1	0.1
TOT RICHLAND 20S	0.5	0.4
TOT SALEM	5.7	5.4
TOT SALEM 80/85	1.3	1.2
SALEM 100 M	0.8	0.8
SALEM LT KSF M	1.3	1.2
TOT SALEM LONG/SLIM LT	1.5	1.4
TOT SALEM ULTRA	0.8	0.7
TOT SARATOGA	0.2	0.2
TOT STERLING PV	0.3	0.4
TOT TAREYTON	0.6	0.5
TOT TRUE	0.8	0.7
TOT VANTAGE	2.2	2.0
TOT VANTAGE 85	1.0	0.9
TOT VANTAGE 100	0.4	0.4
VANTAGE ULTRA LTS. REG. (IL.)	0.7	0.7
TOT VICEROY PV	1.2	1.3
TOT V. SLIMS	2.9	2.8
TOT V. SLIMS PARENT	0.8	0.8
TOT V. SLIMS LT 100	0.9	0.8
TOT V. SLIMS LT 120	0.5	0.5
TOT V. SLIMS ULT LT	0.5	0.5
VA. SLIMS SUPERSLIMS	0.2	0.2
TOT WINSTON	7.9	7.4
TOT WINSTON RED	3.6	3.2
TOT WINSTON 100	1.0	1.0
WINSTON LTS. KINGS (FIL.)	1.7	1.6
WINSTON LTS. 100'S (FIL.)	1.1	1.0
TOT WINSTON ULTRA LIGHTS	0.6	0.7

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US VOL SHIP Shr	US VOL SHIP Shr Dif	US VOL SHIP Shr Dif	US VOL SHIP Shr Dif
JUL	JUL	JUL	JUL
1991	1991	1991	1991
July	12 Mos.	3 Mos.	July
39.0	1.2	3.3	4.6
29.9	-1.0	-2.1	-7.1
9.8	-0.4	-0.9	3.1
9.1	0.0	-0.6	-0.9
8.6	0.2	0.2	0.8
3.6	0.0	0.1	-0.5
95.9	0.3	0.4	0.8
54.4	-0.1	0.3	1.1
39.3	0.5	0.2	0.0
2.2	-0.1	-0.1	-0.3
69.1	1.2	1.8	0.3
41.1	0.6	1.4	0.7
26.7	0.7	0.4	-0.2
1.3	-0.1	-0.1	-0.2
26.8	-0.9	-1.4	0.5
13.3	-0.7	-1.1	0.4
12.6	-0.2	-0.3	0.2
0.9	0.0	0.0	-0.1
4.1	-0.3	-0.4	-0.8
54.7	1.3	2.0	1.1
40.8	1.5	2.3	1.2
22.2	1.0	2.0	1.7
17.8	0.5	0.3	-0.5
0.9	0.0	0.0	0.0
13.9	-0.2	-0.3	-0.1
5.2	-0.2	-0.3	0.0
8.1	0.0	0.0	0.0
0.6	0.0	0.0	0.0
12.8	0.7	0.7	0.1
41.1	-1.1	-1.6	-0.3
28.3	-0.3	-0.5	-0.9

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18.9	-0.4	-0.5	-1.1
9.0	0.2	0.1	0.3
0.4	0.0	-0.1	-0.2
12.8	-0.8	-1.1	0.6
8.1	-0.6	-0.8	0.5
4.5	-0.2	-0.3	0.2
0.3	0.0	-0.1	-0.1
25.9	5.8	5.3	5.5
24.8	6.0	5.9	6.7
7.9	2.0	2.4	3.9
10.3	0.6	0.2	0.1
6.6	3.3	3.3	2.8
0.5	-0.2	-0.2	-0.2
0.6	0.0	-0.4	-1.0
24.9	1.1	2.4	3.6
1.0	-0.3	-0.2	-0.2
56.7	0.0	-0.1	2.1
38.4	0.4	0.6	-1.0
0.5	0.0	0.0	0.0
0.3	-0.1	-0.1	-0.1
0.2	-0.1	-0.1	0.0
0.2	-0.1	-0.1	0.0
0.1	0.0	-0.1	0.0
2.8	-0.4	-0.3	0.0
0.6	-0.1	-0.1	0.0
0.6	-0.1	-0.1	0.0
0.8	-0.1	-0.1	0.0
0.8	-0.1	-0.1	0.0
1.4	1.1	0.8	0.4
0.4	0.5	0.4	0.4
2.2	0.3	0.5	0.1
4.1	0.0	-0.2	-1.2
1.1	-0.1	-0.2	-0.4
1.3	-0.1	-0.1	-0.5
1.5	-0.1	-0.1	-0.5
0.2	0.3	0.2	0.2
0.4	0.0	0.0	-0.1
1.8	-0.1	-0.1	-0.1
0.4	-0.1	-0.1	-0.2
5.0	0.4	0.1	-0.5
0.3	0.0	0.0	-0.1
2.0	0.1	0.3	0.6
1.9	0.4	0.4	0.9
2.5	0.8	1.1	1.7
1.5	0.6	0.5	0.6
0.1	0.0	-0.1	-0.7

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1.8	-0.2	-0.3	-0.3
0.8	-0.1	-0.2	-0.2
0.5	0.0	-0.1	-0.1
0.5	0.0	-0.1	-0.1
3.8	-1.0	-1.2	1.2
2.1	-0.5	-0.7	0.7
0.7	-0.2	-0.2	0.2
0.7	-0.2	-0.2	0.3
0.1	0.0	-0.1	0.0
0.1	0.0	0.0	0.0
0.1	0.0	0.0	-0.1
0.1	0.0	-0.1	-0.1
0.6	-0.1	-0.1	-0.1
0.4	0.0	-0.1	-0.1
0.2	-0.1	-0.1	-0.1
0.6	-0.1	-0.1	0.1
0.4	-0.2	-0.2	-0.2
22.8	-0.3	1.4	2.1
5.4	-0.2	0.0	0.2
3.4	-0.5	-0.4	-0.6
0.2	0.0	0.0	0.0
0.9	0.0	0.0	-0.1
1.0	-0.2	-0.2	-0.2
5.3	0.6	1.4	2.1
4.0	0.0	0.5	0.7
0.1	0.0	0.0	0.0
0.9	0.1	0.1	0.0
1.3	-0.1	-0.1	-0.1
0.2	0.0	0.0	0.0
0.1	0.0	0.0	0.0
0.1	0.0	0.0	0.0
2.7	-0.4	-0.3	-0.1
0.9	-0.2	-0.2	-0.1
0.5	-0.1	-0.1	-0.1
0.8	0.0	0.0	0.0
0.6	0.0	0.0	0.0
0.7	0.4	0.5	0.7
1.6	0.8	0.6	0.9
0.9	-0.1	-0.1	-0.4
6.1	0.2	0.0	0.3
3.9	0.1	0.0	0.1
1.4	0.1	0.1	0.2
0.8	0.0	0.0	0.0
1.0	-0.1	-0.1	-0.2
2.3	-0.4	-0.4	-0.5
0.8	-0.1	0.0	0.1
0.1	0.0	0.0	0.0

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0.1	0.0	0.0	0.0
0.7	0.0	-0.1	-0.8
0.3	-0.2	-0.2	0.0
1.0	0.8	0.6	0.3
0.5	-0.3	-0.2	0.0
0.1	0.0	0.0	0.0
0.4	-0.3	-0.2	0.0
5.9	-0.5	-0.7	-1.9
1.4	-0.1	-0.1	-0.4
0.8	-0.1	-0.1	-0.3
1.3	-0.1	-0.2	-0.4
1.5	-0.2	-0.2	-0.6
0.8	0.0	-0.1	-0.2
0.2	0.0	0.0	0.0
0.4	0.3	0.4	0.4
0.7	-0.1	-0.1	-0.1
0.8	0.0	-0.1	-0.1
2.1	-0.3	-0.4	-1.0
0.9	-0.2	-0.2	-0.4
0.4	-0.1	-0.1	-0.2
0.7	-0.1	-0.1	-0.3
1.3	0.1	0.1	0.7
2.4	-0.3	-0.2	-0.1
0.7	-0.1	-0.1	0.0
0.7	-0.1	-0.1	-0.1
0.5	0.0	0.0	0.0
0.4	0.0	0.0	0.0
0.2	-0.1	-0.1	-0.1
8.2	-1.1	-1.4	-2.9
3.6	-0.5	-0.8	-1.5
1.1	-0.2	-0.2	-0.4
1.8	-0.2	-0.2	-0.5
1.1	-0.2	-0.2	-0.4
0.6	0.0	0.1	-0.1

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